

# Bulls & Bears BOOMS & BUSTS!



**Become a Master of Finance  
in This Exciting, Interactive New Game!**

## WHAT WE ARE:

- A game development studio that focuses on teaching personal finance and economics to everyone in a fun, interactive and gamelike way
- Our product, Bulls & Bears, has both online and offline components - an online gamified course and a board game

## OUR PRODUCTS:

- The **Bulls & Bears Board Game** - based on the board game of the same name that was successful in the 1980s, and has been updated to teach youths and adults alike the basic principles of economics and investing: what moves financial markets, how to interpret the news, how to select investments, and what to do to prepare for the future
- **Bulls & Bears Online** - an online gamified course that teaches the basics of economics and personal finance to anyone ages 12 and up: [bullsandbearsonline.com/game.html](http://bullsandbearsonline.com/game.html)

## WHO WE ARE:

An Israeli start-up founded by Mario Fischel, Ph.D., an Austrian economist and former manager at the World Bank; Kerin Jacobs, a Stanford graduate and successful investment banker; and Playful Shark, a cutting-edge Israeli game development firm.

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## UNIQUE FEATURES:

### Board game:

- The board game uses the excitement of following the news and “playing the markets” to teach basic economic principles: players are confronted with news from the worlds of the economy, politics, business, law and technology; they have to anticipate the market impact and buy or sell investments accordingly; they then learn the actual market response and reasons for it
- Players also build knowledge through questions and choices that add excitement to game-play while conveying essential knowledge
- In addition to basic financial principles, players learn good habits and rules of behavior, such as the need to start early saving for retirement, to use debt carefully, and to maintain a diversified portfolio
- The Online and Board Game versions can be used independently or as “connected” tools, depending on the preferences and learning habits of various audiences.

### Online course:

- The online gamified course teaches essential concepts and principles, using fun-to-watch and easy-to-understand video clips
- The videos are followed by Multiple Choice Questions that test the knowledge acquired, and Real-Life Choices where players have to apply lessons learned to practical investment and personal decisions
- The online course uses gamified learning techniques to motivate students and measure their progress
- Bulls & Bears Online is suitable for both self-study and classroom lessons

## TIMING:

- Online beta version released to the public in early 2016:  
**“Introduction to Personal Finance and Economics”**
- First part of full online course to be released to all subscribers in June 2016:  
**“Foundations of Personal Finance”**  
**Budgeting, saving, investing**  
**Building your portfolio**  
**Managing credit & debt**  
**Buying a home**  
**Planning for retirement, college and insurance**
- The **Bulls & Bears Board Game** is launched at New York Toy Fair in February 2016 and will be made available nationwide starting in June 2016
- **Spanish-language** versions of both the board and online games are planned for later in 2016